CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

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Film Rental Income At New High

On The beam

By JAY L. SMITH

We received several weeks ago a copy of the second edition of the Canadian Estimate of Entertainment Films Bulletin, prepared by member organizations of the Children's Film Library, together with letters sent out by Clare Appel, executive director of the Canadian Motion Picture Distributors Association to all directors of the CMPDA, and to the secretaries of the Provincial Exhibitor Associations.

The Bulletin itself carries reviews on six features, and one short subject, with "The Black Knight," "Her Twelve Men," and "The Little Fugitive," recommended as Family entertainment, "Hansel and Gretel," recommended for Children's Programmes, "The Stolen Plans," recommended as a Saturday Matinee Children's Feature and, "Phffft" recommended for Grown-Ups and Mature Young People. The short, "Swift Water," is recommended for Saturday Matinees.

The member organizations of the Children's Film Library consist of the following: Canadian Council of Churches, Canadian Council of Jewish Women, Federated Women's Institutes, Canadian Federation of University Women's Clubs, Junior League of Toronto, Canadian Girl Guides, Canadian Home & School and Parent-Teacher Association, National Chapter IODE, Big Sister Association and the Canadian Film Institute.

These ten organizations have a combined membership running into the hundreds of thousands, and the value of the support of these organizations to a local exhibitor is in-

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N.Y. Times Surveys Film Industry Predicts 'Golden Age' For 1955

The Sunday edition of the N.Y. Times in a special survey of the film industry covering the years 1946 to 1955 has Bosley Crowther predicting "a new 'golden age' appears in view."

The survey continues: "From the low point of an average 34.4 million customers a week during the last three months of 1953, attendance jumped to an average 73.7 million customers a week during the late summer months of last year. Film rental income to the studios during 1954 reached an indicated record high gross of $650,-

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Film Men, Companies Donate To Hospital

The theatre section of the St. Michael's hospital canvassers has already collected 43.2 per cent of its objective with more to come, officials of the St. Michael's fund announced.

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CANADIAN PICTURE PIONEERS INDUCTEES

TORONTO: V. J. Beattie, Jack Clarke, Chas. Chaplin, Abe Cass, Teddy Gee, Al Hartshorn, W. Laidlaw, Frank A. Markey, Al Perly, Morris Rittenberg, Larry Stevens, G. H. Davie, Ken Wells, Mort Margolius, Martin Simpson. HAMILTON: A. E. Alderwood, Harry W. Braden, S. L. James, Stan J. Malec. ST. CATHARINES: Roy Miller. MONTREAL: R. J. Martin. PETERBORO: Arthur Cauley. OTTAWA: Ray Tubman.

Chaplin Wants to 'Knock 'Em Dead' In Wind-up of United Artists Drive

Charles Chaplin, UA's Canadian general manager, in a letter to the Digest pays tribute to the support UA has received from Canadian exhibitors last year and calls for continued support for the wind-up of the company's "Block Buster Drive." The letter follows:

"I would appreciate it if through the pages of THE DIGEST you would convey to Canadian exhibitors the deep appreciation of the United Artists Canadian Organization for the truly wonderful support given us during 1954 and which resulted in United Artists having by a considerable margin

(Continued on Page 2)

Richardson Upped As Perkins Tor. Br. Mgr.

Mr. A. A. Richardson, who has been with Perkins Electric Company Limited for the past 2½ years, has now taken over the management of the Toronto branch following the resignation of Mr. R.

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Paramount Presents VistaVision Subject

Approximately 20,000 United States and Canadian theatres, both conventional and drive-ins, will show "Paramount Presents VistaVision," 20-minute product featurette which is being made available to exhibitors free-of-charge for the entertainment of their audiences, A. W. Schwalberg, President of Paramount Film Distributing Corporation, reported.

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Keep your eye on

LEO THE LION, WORKING HARD AT MGM WORKSHOPS

Myers Announces Flexible Sales Policy At 20th-Fox Sales Meet

Sitting in session last week in Toronto the Canadian sales force of 20th-Fox with Peter Myers, Canadian general manager in the chair discussed Fox's '55 release schedule and plotted a flexible sales policy.

Myers said that out of 20 films currently being sold, 17 could be bought flat and 3 on percentage.

Twentieth Century-Fox will release during 1955 approximately 24 CinemaScope pictures at the rate of two each month. All of these pictures will be in colour and they will be top-budget attractions from best-selling novels, and will

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T. L. Johnston New NFB Publicity Head

Thomas L. Johnston, 39, formerly director of publicity for the Province of Ontario Department of Travel and Publicity, has been appointed Chief of Information and Promotion for the National Film

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TORONTO STAR'S "BEST MOVIES" CONTEST ANNOUNCED — HOLLYWOOD TRIP FOR THE WINNER

On the Beam

(Continued from Page 1)

estimable. The mere fact that these important women's groups recommend Motion Pictures is a step along the right path of Public Relations for our Industry. I would like to quote from Mr. Appel's two letters, to give you an idea of the potential value and proper use of these Estimates.

"We believe that the proper use of these 'Estimates' can have a desirable influence in awakening an interest in motion pictures, particularly among people who are part of what is referred to as the 'lost audience' . . . It does not matter that some of the pictures reviewed may have played in some theatres and communities . . . the worth can be increased according to the manner in which we let the women of every community know that this industry appreciates their interest in our products."

In his letter to the secretaries of the Provincial Exhibitor Associations, Mr. Appel recommends that a copy of each issue of the "Estimates" be mailed to the Association members, with suggestions that the exhibitor let the local chapter of the women's organizations who compile the report know that he is aware of its existence, and that he offer his co-operation in gaining the widest public attention to it. Mr. Appel suggests the exhibitor can accomplish this in the following ways:

(a) Give prominent display to the "Estimates" in his lobby.

(b) Have an influential woman member of one of the local organizations show the "Estimates" to the newspaper and invite editorial comment.

(c) See that the women's organizations post the "Estimates" on school bulletin boards — in public libraries, etc.

(d) Encourage the ladies to talk about them (the "Estimates" that is) at their meetings and outside discussions.

(e) Invite member groups to his theatre from time to time. Have them gather at an appointed hour and let the ladies know that he is anxious to present their choice of films and to assist their work as completely as he can. By making the ladies conscious of his appreciation of their organizations he can have dozens of public relations and publicity representatives working for him at no expense.

Our congratulations to Clare Appel for bringing these "Estimates" to the attention of distributors and exhibitors alike. For the distributors, we recommend that whenever they have a picture that they feel is particularly suited for general family audiences, that they contact Mrs. McCutcheon of the Children's Film Library (her phone number is WA. 4-4268), and arrange to screen the picture for her groups. There is one very significant difference between the Children's Film Library group and other reviewing bodies. IF THEY CANNOT RECOMMEND A PICTURE, THEY DO NOT REVIEW IT.

FILM MEN DONATE

(Continued from Page 1)

The section, under direction of C. J. Appel, Ben Freedman and Harry S. Mandell, is well ahead, percentage-wise, of other canvassing sections.

The over-all fund picked up another $120,484 over previous figures, and another $3,439,618 must be collected to reach the $5,105,000 goal of the month-long drive.

An outstanding contribution in the moving picture and theatre section is $25,000 from Famous Players Corporation Ltd. The company's president, J. J. Fitzgibbons, and his wife, have made a personal donation of $5,000, as has Reuben Bolstad, vice-president and treasurer.

Other major contributions in this section are: Paramount Film Service, $2,500; Warner Bros. Picture Distributing Co., $2,500; Columbia Pictures Canada Ltd., $2,500; 20th Century-Fox Corp. Ltd., $2,500; Theatre Holding Corp., $2,000; United Century Theatres Ltd., $2,000; Henry Nathanson, president of Metro-Goldwyn-Mayer Pictures of Canada Ltd., $1,000; Gordon Lightstone, general manager of Paramount Film Service, $1,000: Theatre Confections Ltd., $1,000; J. J. Fitzgibbons, Jr., president of Theatre Confections Ltd., $500; Morris Stein, eastern division manager, Famous Players Canadian Corp., $200; Royal Alexandra Theatre, $100.

Fu Manchu Series

A $4,000,000 deal covering exclusive rights to "Dr. Fu Manchu" for motion pictures, television and radio has been announced by Herbert J. Yates, President of Republic Pictures Corporation, and Sax Rohmer, creator of the world-famous character.

"KNOCK 'EM DEAD"

(Continued from Page 1)

the greatest year in our history!

"The quality of the product to be released by United Artists in 1955 will unquestionably result in a further increase in our Canadian business. United Artists' prosperity goes hand in glove with the prosperity of Canadian exhibitors and we look forward to 1955 being a record year for all of us.

"In conjunction with the current Bob Benjamin Drive, the Canadian boys of UA are making a creditable showing. This Drive ends, however, on March 5th and in the remaining period we urgently need the greatest possible support of all exhibitors. We have designated the last week of the Drive — February 28th-March 5th —as a Canadian UA Drive and during this week we hope to have at least one United Artists picture playing in the majority of theatres throughout the country. Every United Artists branch has a chart on display listing every theatre in each territory. Opposite each theatre the names of pictures booked February 28th-March 5th are shown.

"I look forward to all exhibitors throughout Canada not permitting their theatre to be a blank during February 28th to March 5."

British Lion Company

British Lion Film, Ltd., a private company with £1,600,000 capital, all held by the National Film Finance Corp., has taken over the assets of British Lion Corp., it is announced. Functions of the new company will be the same as the old corporation, except that British Lion Films will not make pictures itself.

FOX MEET

(Continued from Page 1)

have the best players available.

The line-up for the first seven months is as follows:

January: "Prince of Players" — Richard Burton, Raymond Massey, Maggie McNamara.

February: "White Feather" — Robt. Wagner, Jeff Hunter, Debra Paget, John Lund. "The Racers"— Kirk Douglas, Bella Darvi, Gilbert Roland, Lee J. Cobb.

March: "Untamed" — Tyrone Power, Susan Hayward, Richard Egan, Rita Moreno. "That Lady" —Olivia DeHavilland, Gilbert Roland, Paul Scofield.

April: "A Man Called Peter"— Richard Todd, Jean Peters. "Violent Saturday" — Victor Mature, Joanne Dru, Ruth Roman, Sylvia Sydney.

May: "Soldier Of Fortune" — Clark Gable, Susan Hayward, David Niven, Michael Rennie. "Magnificent Matador" — Maureen O'Hara, Anthony Quinn, Richard Denning, Thomas Gomez.

June: "Daddy Long Legs" — Fred Astaire, Leslie Caron, Thelma Ritter, Terry Moore. "House Of Bamboo" — Robert Stack, Robert Ryan, Yamagouchi.

July: "Seven Year Itch"—Marilyn Monroe, Tom Ewell, Sonny Tufts, Evelyn Keys, Victor Moore. "Pink Tights" — Frank Sinatra, Sheree North, Johnny Ray, Dan Dailey, Arlene Dahl.

To make up the releases for the balance of the year 20th Century-Fox will produce pictures based on the following best-selling novels: "The Tall Men," "Lord Vanity," "Left Hand Of God," "Sir Walter Raleigh," "Good Morning Miss Dove," "A Many Splendored Thing," "The View From Pompei's Head," "Katharine," "The Rains Came."

Twentieth Century-Fox Canadian Regional Sales Meeting held at the Royal York Hotel, Toronto, January 31st through to February 3rd.

FRONT ROW (l. to r.): Bud Stein, Montreal salesman, Gerry Chernoff, Montreal branch manger, Cecil Black, circuit sales manager, Peter S. Myers, Canadian General manager, Emily Barrett, executive assistant to Mr. Myers, Victor Beattie, Toronto branch manager, Gordon Lightstone and Dawson Exely, Toronto sales.

BACK ROW (l. to. r.): Reg March, St. John branch manager, Al Laubenstein, Winnipeg salesman, Joe Huber, Winnipeg branch manger, Gerry Cass, St. John salesman, Jim Patterson, Vancouver branch manager, Bob Cringan, Calgary branch manager, Harry Wiseman, Toronto head booker and Jack Gow, Calgary salesman.

RICHARDSON

(Continued from Page 1)

V. Shale.

"Richy," as he is popularly known throughout the industry, is a member of the British Kinematograph Society and the Canadian Picture Pioneers. He has been employed in a technical and sales ca-

A. A. RICHARDSON

pacity in the British Theatre Trade and Canada for forty-four years, having joined the original Gaumont Company Limited in 1910.

During that long period he has served as projectionist, engineer, newsreel cameraman technical salesman, branches and sales supervisor and export manager in the Gaumont Company Limited, Kalee Limited, and G.B-Kalee Limited. While employed as export manager in London, England, he made a special market survey of Canada and liking very much both the Dominion and its people, took the earliest opportunity to return to serve in the industry here.

VISTAVISION

(Continued from Page 1)

The film presents scenes from the first ten Paramount pictures produced in VistaVision: "White Christmas," "Run For Cover," "The Trouble With Harry," "To Catch a Thief," "The Seven Little Foys," "We're No Angels," "The Far Horizons," "Three Ring Circus," "Strategic Air Command" and "Lucy Gallant."

HOW TO BE VERY POPULAR

Betty Grable, whose last appearance for Twentieth Century-Fox was in "How To Marry a Millionaire," will have a starring role in producer-director-scenarist Nunnally Johnson's CinemaScope farce, "How To Be Very, Very Popular."

Across the Country

Toronto and District

The 30th theatre in Ontario bowed out to TV competition, since the inception of video broadcasting in this province, in the closing at the end of January of the Haro which had been operated at Harrow, in the Windsor district, by W. S. Woof.

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Further features classified as Adult Entertainment by the Ontario Board of Moving Picture Censors are as follows: "Black Thirteen", "Black Tuesday", "Devil's Pitchfork", "Forbidden Games" and "They Were So Young".

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The Michigan Cinerama Corp., operating in the Detroit Music Hall for many months, advertised in Western Ontario newspapers that the initial show, "This Is Cinerama", would wind up its engagement at the middle of this month, to be followed by Louis deRochemont's "Cinerama Holiday", starting Feb. 15 at $2.65 top. Canadians were urged to make the trip to Detroit if they hadn't seen the first presentation.

• • •

The Odeon Theatre, Peterborough, where George Shepherd is manager, had an attempted hold-up which resulted in the conviction of Patrick Jennings, 55, who was sentenced to serve three months at Guelph by Magistrate W. R. Philp. Jennings pleaded guilty to a charge of demanding the theatre cash from Mrs. Janet Phillips, who was in the boxoffice.

• • •

Windsor, Ont,, is not having any part of Daylight Saving Time this year, the local theatre managers having supported the decision to pass up the changing of clocks. This move has been partly followed by the city council at Chatham where DST has been reduced for the coming season by three weeks, the period to be Apr. 24 to Sept. 4—not Sept. 25.

• • •

Governor-General Vincent Massey doesn't attend many moving picture theatres but he was present at the opening night's performance of "Romeo and Juliet" at the Odeon Theatre, Ottawa, thus bestowing Vice-Regal patronage on the J. Arthur Rank production.

Prairies

The city building department in Edmonton has issued a permit for construction of a theatre in the Woodcroft sub-division. The permit, issued to Fred MacDonald and Associates, covers only the foundation and is valued at $20,000. Complete cost of the theatre and its adjoining restaurant and banquet hall has been estimated at about $300,000.

Maritimes

The Prince Edward theatre, Charlottetown—Manager C. A. Walters (F. G. Spencer Company Limited) sponsored a special March of Dimes kiddies matinee on Saturday, January 29th to assist in the current polio campaign. The Charlottetown campaign was spear-headed by Radio Station CFCY. Proceeds from this Show were handed over to the Polio Committee from the Prince Edward stage.

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Mr. and Mrs. A. I. Garson report that they are enjoying the sunshine at Miami Beach, Florida.

• • •

CinemaScope with full Stereophonic Sound has now been installed in all F. G. Spencer Company theatres with exception of the Capitol theatre. Dalhousie, N.B. and it is expected this theatre will be ready for its installation next week.

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The Odeon-Garson Circuit celebroted its tenth anniversary during the month of January. In January it also formally acquired the Armview theatre in Halifax, formerly operated by the M. E. Walker Circuit. After

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T. L. JOHNSTON

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Board, replacing Stan Helleur. Johnston has been head of the NFB's U.S. operations, working out of the New York office since May 1953.

Replacing Johnston in New York is John Duerkop of London, Ontario, who has been running the

T. L. JOHNSTON

Board,'s American Mid-West and West Coast travel film distribution, out of Chicago.

The shift sees Duerkop replaced in Chicago by W. Dean Smith, of the Halifax office.

Taking over publicity and advertising for the Board and the Board's films, Johnston brings plenty of experience to the task.

Coca-Cola Hosts MGM Workshop Sessions

The Coca-Cola Company will be luncheon host to all exhibitors attending M-G-M's Ticket-Selling Workshops from now on, according to Charles Bourdelais, national theatres and entertainment representative, who announced that Coca-Cola has completed arrangements with M-G-M's representative Mike Simons, director of customer relations, to foot the food bill on the 15 meetings to be held between now and June 13.

THREE FOR THE SHOW

Columbia's forthcoming CinemaScope-Technicolor musical "Three For The Show" is selected as "Movie Of The Month" in the February issue of American Magazine. The Betty Grable-Jack Lemmon-Marge and Gower Champion starrer is called "bright as a penny and worth in fun a great deal more."

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GOLDEN AGE FOR 1955

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000,000. And declared dividend payments by movie companies in 1954 totaled $28,289,000, according to the Department of Commerce—an increase of $4,884,000 over the previous year.

"As is here demonstrated, the most important factor in the revival of the motion picture industry has been the coincidence of a new projection processes with a stabilizing of public viewing of television shows. While there has been a continuing increase in the number of TV sets in operation over the last year, the evidence is that the amount of time spent by the individual viewer before the TV set is being more finely budgeted.

"The excitement of the giant-screen Cinerama generated in the fall of 1952, and which led to the frenzied development of 3-D films, the new CinemaScope, stereophonic sound and other projection processes, rekindled public interest in the movies as entertainment capable of visual stimulation beyond the powers of television.

"The success of big-screen pictures lifted Hollywood's spirits and also hastened the reorganization of operating policies. The most significant development has been the percentage deal arrangement whereby top-rank stars, directors, writers and producers are making pictures for either modest salaries or none at all in exchange for a share of the profits.

"The nature of the American theatre set-up is actually much different today from what it was in the brief and booming period immediately following World War II. That was the time of peak prosperity. The American public, flush with victory and cash to spend, was crowding its movie theatres to the tune of better than 80,000,000 customers a week. There were 18,710 theatres of the conventional type in operation at the end of 1946. The public shelled out some $1,799,000,000 (including federal taxes) to see movies that year.

"But already factors of deflation of the theatre business were at hand. Post-war installment buying of homes, automobiles and washing machines, which left less money for movie-going, was getting into gear. Patterns of social behavior, affected by the sudden growth of young families and the decentralization of residential communities, were working adversely to congregation in theatres.

"And then came television to intrude into the American home.

"Where no more than six broadcasting stations were in operation at the beginning of 1946 and the number of TV receiving sets was less than 17,000 by the end of that year, the number of sets had increased to 1,000,000, and the number of stations to fifty by 1949.

"The impact upon movie-going in those geographical areas over which the TV umbrellas were progressively spread were remarkably consistent, however. Scientific samplings by a qualified research organization, Sindlinger & Co., have found that movie attendance persistently fell off by 1 per cent for every 2 per cent increase in television set ownership that occurred. The so-called "frequent" moviegoer was the first to evaporate. He was among the first in the community to buy a TV set.

"This pattern of an inverse ratio of movie attendance and increase in sets was found to continue until approximately a 68 per cent television saturation of the area was reached. Then the decline in the "frequency" of movie-going leveled off and attendance gave no more indication of being affected by TV.

"Parallel with the spread of television there came, incidentally, a new and radical development in the exhibition of films. This was the drive-in theatre.

"There were some 300 drive-in theatres in operation in this country in 1946, most of them in regions removed from metropolitan areas. By 1952, when the number of conventional theatres in operation had dwindled to 15,347 the number of drive-in theatres had reached 3,276! And they were more conspicuous on the fringes of big cities than they were in the rural South and West.

"However, the growth of drive-in theatres. while a healthy phenomenon economically, did not make up by more than 30 per cent for the revenue lost in conventional theatres. By the end of 1952, the total gross income from the sale of movie tickets (including federal tax) was off some $535,000,000 from the peak year of 1946.

"A downward spiral towards disaster appeared in view to the film exhibitors, when a happy conjunction of circumstances occurred in 1953. These circumstances were:

1. The "leveling off" of the penetration and effects of TV.

2. The introduction of new screen projection processes.

3. The reduction by Congress of the federal amusement tax to 10%.

"This combination of developments, all taking place within one year, has been nothing less than providential."

Warner's Net Up

Warner Bros. Pictures, Inc. and subsidiary companies report for the three months ending November 27, 1954 a net profit of $1,203,000 after a provision of $1,300,000 for federal income taxes and after a provision of $175,000 for contingent liabilities.

The net profit for the three months ending November 28, 1953 amounted to $765,000 after a provision of $825,000 for federal income taxes and after a provision of $75,000 for contingent liabilities.

The net profit for the three months ending November 27, 1954 is equivalent to 48 cents per share on the 2,474,300 shares of common stock outstanding or reserved for exchange at November 27, 1954. The net profit for the corresponding period last year was equivalent to 30 cents per share on the 2,474,363 shares of common stock then outstanding or reserved for exchange.

Film rentals, sales, etc., after eliminating inter-company transactions, for the three months ending November 27, 1954, amounted to $18,414,000 as compared with $15,825,000 for the corresponding period last year.

CPR Sells Canada on U.S. TV Networks

Last year, an estimated 24 million Americans were encouraged to visit Canada and, once there, travel by Canadian Pacific Railways, through the medium of CPR films shown over television outlets in the United States. Thirteen CPR sound films were given a total of 309 showings over TV channels in 53 cities in the United States.

In expanding its film service, the CPR ran the first advertisement promoting their TV films in a U.S. television magazine this month.

In Canada, with the extension of TV outlets to all parts of the country, an increasing number of Canadian viewers saw the films during the past year. Nearly four and a half million Canadians saw 87 showings of the films over 15 TV stations in the country during 1954. Movie theatre also exhibited some of the films as part of their regular programs.

A WORLD OF BEAUTY

"A World of Beauty," Empire-Universal's new color featurette built around the presentation of the Miss Universe Beauty Contest and Pageant Winners of 1955, has been set for special release in March.

Across the Country

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being closed for a week for renovation the Armview re-opened with "The Purple Plain" starring Gregory Peck playing day and date with the first-run Casino theatre.

Vancouver

Don MacKenzie, Prairie maintenance manager for FPCC in Regina, installing Wide-screen and CinemaScope at the Rex and Grand Theatres. New Canadians are giving the German-Italian language films a boost in the east-side theatres.

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North Burnaby Kinsman Club are asking the B.C. Government for the return of more than $500 paid as amusement tax for Sunday shows at local ozoners last summer. Proceeds of the shows were earmarked for club charitable purposes. Sunday shows were stopped under the Lord's Day Act last July. The club are not very hopeful of any return from the tax-happy government of B.C.

• • •

Len Johnson of the Lougheed Drive-In and President of British Columbia Exhibitor Association is back from a three-month holiday in South America.

• • •

Mr. and Mrs. Frank Soltice of the Pines Drive-In in Penticton are back from a six weeks vacation spent in California.

• • •

Famous Players Theatre Managers Association of B.C. did their yearly good deed giving the Vancouver's Boys Club a movie projector from the proceeds of the moving picture ball. President is Charlie Doctor, Capitol; Vice-pres., Dick Letts, Strand; and Secretary-treasurer, Wally Hopp of the International-Cinema.

New Black-White Film For Col's. "Prisoner"

In London, England, a new black and white film stock is being used for the first time on Columbia's "The Prisoner," co-starring Alec Guinness and Jack Hawkins and being produced by Sydney Box and Vivian Cox, may revolutionize black and white photography, according to director Peter Glenville. Glenville is shooting a great part of the film in low-key lighting in order to obtain special deep-focus effects, and he states the new Ilford "series 3" stock being used is producing "wonderful results." "It has enabled us to achieve effects never believed possible with so little lighting," said Glenville. He also points out that there is a tremendous saving in lighting costs. "The Prisoner" is a tense and emotional drama of a Cardinal in a totalitarian country accused of treason against the state. Guinness plays the Cardinal, with Jack Hawkins as the Interrogator, who forces a confession from him.

Atlas Corp. Adds To Its RKO Shares

New York (DJ)—Atlas Corp., investment company headed by Floyd Odlum acquired an additional 115,000 shares of R.K.O. Pictures Corp. stock during December. Company as of Jan. 1, 1955, owned 1,000,000 shares of the former film company. Atlas and those closely associated with Mr. Odlum have at various times reportedly owned or controlled an additional 2,200,000 shares. Identity of those associates has never been publicized. Howard Hughes, is the major shareholder in RKO Pictures with 1,262,000 shares. Mr. Odlum and Mr. Hughes have been negotiating for the past six months seeking some agreement which would enable the company to resume as an active concern.

University Building Named Loew Hall

A gift of $300,000 from Arthur M. Loew to defray part of the cost of a New York university student residence on the University Heights campus was announced last week.

The new building will be named Loew Hall in memory of Mr. Loew's father, the late Marcus Loew.

Arthur M. Loew, president of Loew's International Corporation, is a 1918 graduate of the College of Arts and Science of New York University. He is a member of the university advisory board.

Mankiewicz To Make 4 For United Artists

Joseph L. Mankiewicz, president of Figaro Inc., and Arthur B. Krim, president of United Artists, have concluded negotiations for four Figaro motion picture productions.

The deal was consummated by Mr. Krim and Robert S. Benjamin, chairman of the Board of United Artists, on their recent trip to California, where they met with Mr. Mankiewicz and Bert Allenberg, of the William Morris agency.

Of the four films to be produced by Figaro for UA, two will be personally written and directed by Mr. Mankiewicz.

The first picture, to go into active preparation immediately after Mr. Mankiewicz completes filming "Guy and Dolls," will be "The Story of Goya," to be made on location in Spain.

Eyewitness

Italians are not the only ones singing arias and duets in historic Milan. Scores of opera students from abroad flock to the city for training. Abraham Carfagnini, tenor from Montreal, and mezzo soprano Rosemary Burns who has studied in Toronto, New York and Rome are two of them. In this film both polish their voices in Milan, hoping to do well on Canadian platforms or before television cameras.

A TALE OF TWO CITIES

Rex Harrison has been signed by producer George Minter for the starring role in his first Renown CinemaScope production, Charles Dickens' "A Tale Of Two Cities," which goes into production on April 1 at Shepperton Studios in England.

BUS STOP

Twentieth Century-Fox has secured film rights—in a pre-production deal — to William Inge's new play, "Bus Stop." Inge who earlier authored such Broadway successes as "Picnic" and "Come Back, Little Sheba," will scenarize his own work.

A MANY SPLENDORED THING

William Holden and Jennifer Jones have arrived in Hong Kong from Hollywood to begin work on Twentieth Century-Fox's CinemaScope adventure drama, "A Many Splendored Thing."

THE KENTUCKIAN

Production of "The Kentuckian," the CinemaScope Technicolor adventure drama of the early American frontier, has been completed in Hollywood.

Matador From Ferrer 3 Companies In Deal

An unusual three company deal in which Jose Ferrer will co-produce, direct and star in a film on Barnaby Conrad's novel, "Matador," was announced by Columbia Pictures, Allied Artists and Film Locations Limited, the three firms which will finance the production. The film will be disributed by Columbia and Allied Artists with the latter handling the Western Hemisphere and Columbia the distributor in the Eastern Hemisphere. Columbia will also distribute the picture in those South American countries in which Allied Artists has no offices.

The production of "Matador" marks the first time that Jose Ferrer, one of the great creative talents of the American theatre, will serve in three capacities on a motion picture.

"Long John Silver" Smashing Records

Twentieth Century-Fox who are distributing the Joseph Kaufman CinemaScope and color production "Long John Silver" in the Eastern Hemisphere report that the picture is outgrossing every CinemaScope feature that they have released with the exception of "The Robe." In England for example the picture is doing bigger business than "3 Coins In The Fountain" in the cities of Cardiff, Sheffield and Birmingham.

DCA have the Western hemisphere rights to "Long John Silver". Distribution in Canada is through Alliance Films.

Stage Show For Drive

Experienced producers were behind the successful stage show Jan. 30 at Shea's Theatre which opened the $5,195,000 campaign of St. Michael's Hospital. They were Jackie Rae, who officiated as master of ceremonies, and Jack Arthur, the latter being right back to the scene of former successes.

Famous Players Canadian Corp. helped to make it a big day, not only by supplying the theatre but in donating $25,000 to the fund. Vice-President R. W. Bolstad of Famous Players is chairman of the film division for the drive, his assistants being Clare Appel, Harry Mandell and Ben Freedman.

Columbia to Release Three In February

One of the most important independent production deals in the history of Columbia was concluded by Harry Cohn, president and head of production, during his recent visit to New York, when he completed arrangements with Otto Preminger to produce and direct "The Wheel," a film dealing with the life of Mahatma Ghandi and the liberation of India, won through the efforts of Ghandi and his followers.

Mr. Preminger has recently returned to New York after three weeks in India, during which he met with Prime Minister Nehru on the film. The Prime Minister has expressed great interest in the project, assuring Mr. Preminger of all possible cooperation from the Indian government and has offered to read the completed script and give whatever assistance he can as the leading disciple and close personal firend of Ghandi.

CANADIAN PICTURE PIONEERS 1955 BOARD. Seated, left to right: Tom Daley, Oscar Hanson, N. A. Taylor, Harold Pfaff, Dan Krendel and Clare Appel. Standing: Harry Lester, George Altman, Charles Dentlebeck and George Oullahan. Frank O'Byrne was also elected.

U.S. Dividends Still Climbing British Stocks Go Up 100%

Motion picture industry dividends for 1954 climbed to $28,289,000 from the $23,405,000 low point of 1953.

Breakdown by companies showed the following December dividends:

Twentieth, $1,108,000 plus a special dividend of $277,000, compared with $692,000 for December 1953.

Paramount, $1,170,000 for both years.

Loews Inc., $1,286,000 compared with $1,029,000 in 1953.

Allied Artists, $21,000 last year, nothing in December 1953.

Universal, $299,000 plus a special dividend of $240,000 in December 1954, and $540,000 plus a special of $240,000 in 1953.

In a year in which the stock market boom in London compared favorably with the results on Wall Street, the share values of the leading pictures companies soared by around 100 per cent. The stock market value of the shares of four leading exhibition companies have, in consequence, climbed by more than $15,000,000.

The most notable advance during last year was recorded by J. Arthur Rank's Odeon group. Common shares of the company were quoted at $1.50 in January last year. They climbed steadily and closed the year with a market quotation of $3.20.

Less spectacular was the steady rise in the value of Associated British Picture Corp. common stock. These shares started in 1954 with an exchange quotation of $1.07, but mounted gradually through the year to close at $2.10. They now are quoted at $2.25.

The Gaumont-British group, which is part of the Rank set-up, also recorded a marked improvement in the past year. The two classes of common have increased their stock exchange ratings by 100 per cent. Their $1.40 ordinaries, which were quoted at 80c the first month of 1954, soared to $1.65 in the year, while the 70-cent "A" shares, which opened the year at 40c closed at 80c.

In line with the general improvement, the Granada group also chalked up hefty rises for its two grades of preference stock, the first preferred rising from $1.48 to $2.10 and the second preferred from $1.53 to $2.14. The common shares are privately held, not being quoted on the stock market.

THE LONG GRAY LINE

Mrs. Dwight Eisenhower will be honorary chairman of the committee arranging the world premiere showing of Columbia's "The Long Gray Line."

Yates Announces 20 Features For 1955

Republic Pictures, which made only eight features last year, expects to turn out about twenty this year on budgets ranging from $700,000 to $2,000,000 each.

Herbert J. Yates, president of the company, ordered last year's slowdown because he considered it prudent to study public response in in the wane of newly introduced technical innovations in production and exhibition. The company, which used to turn out a large number of western films and other moderately priced entertainment, "lost from 60 to 70 per cent" of its market as the result of the closing of some 5,000 theatres between 1948 1952, Mr. Yates said in an interview.

Although Mr. Yates feels encouraged now to step up the studio production, he is not nearly as optimistic as some other industry executives. In his opinion, the present year will be "a crucial one in many respects."

For one, he said, the novelty of the new picture shapes is diminishing. He also believes that in view of the high cost of production admission prices can go only in one direction — upward. Mr. Yates said it is "too early to tell if the public is willing to pay more" and added that the public today was getting "three times as much value as before on the screen for the same amount of money."

Gordon Simmons, owner of the North Star Drive-In at Aldergrove, near Vancouver, British Columbia, and Mrs. Simmons, are greeted by Diana Lynn on the set of Paramount's "You're Never Too Young." Miss Lynn stars in the film with Dean Martin and Jerry Lewis.

Len Bishop, Shea's, Toronto manager, has the largest theatrical sign ever displayed in Canada, facing north-moving traffic on busy Bay St. The sign is in color.

Mr. & Mrs. John Pollack receive their gifts as Toronto's longest Married Romeo & Juliet (65 years) from Wannie Tyers (manager) and George Spratley (asst. man.) in the lobby of the Hyland Theatre at the premiere of JARO's Romeo & Juliet.

AMUSEMENT STOCK QUOTATIONS

For Week Ending February 5th, 1955

1954-55 High	1954-55 Low	Stock & Divid. in Dollars	Sales 100s	High	Low	Last	Net Change
		TORONTO STOCK EXCHANGE					
28⅞	19	Fam. Players 1.60x	64	28	27	27¾	
		N.Y. STOCK EXCHANGE					
25¾	15	Am Br-Par	55	25¾	25	25⅝	+1¾
39¼	19¾	Col Pict 1¼r	114	39¼	37	37	+1⅜
18⅛	9¼	Decca Rec .70	155	15⅜	14⅝	15	— ¼
22	13¼	Loew's .90e	322	20¼	19½	19½	— ⅞
40⅜	26⅛	Para. Pict. 2	89	39	38¼	38½	+ ¼
7¼	3	Republic Pictures	239	7¼	6½	7¼	+ ⅝
8⅞	2⅞	RKO Pictures	81	8	7⅞	7⅞	— ⅛
10⅛	4½	RKO Thea. .20g xd	205	9¾	9⅛	9¾	+ ⅝
20⅝	11⅛	Stan. War. .85e	332	20⅝	19¾	20¼	+ ¾
31⅝	18¼	Twent. Cen. 1.60a	177	29⅞	28¾	28⅞	— ⅞
32¼	18½	Univ. Pict. 1a	42	30	29⅛	30	
21⅛	13⅝	Warn. Bros. 1.20	77	19¼	18⅞	19	— ⅛
		AMERICAN STOCK EXCHANGE					
6	3⅜	Allied Art. .10g	97	5⅛	4¾	5⅛	+ ¼

UNLISTED STOCK

	Bid	Asked
Para, Oshawa Theatres	12.50	.....
Skyway Drive-In Theatre	1.25	$2.00
Cons. Theatres "A"	7.50	8.50
Cons. Theatres "B"	3.50	4.25
Loew's Thea. 4.00 + 1.00	92	100

Quotations, Courtesy of

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By MAX CHIC

The contributions to the **St. Mike's Hospital Fund** led to a printer's error that was understandable because the donations made can only act as a beacon to all other industries . . . the error . . . **Gordon Lightstone** was dubbed **Gordon Lighthouse** in one of Toronto's daily papers . . . the Ont. government's action on the amusement tax is being eagerly awaited . . . in the meantime more theatres are shuttering . . . the latest, the **Community** in Toronto.

Somer James, Theatre Posters has turned out an attractive and useful brochure on the company's "displayaway" service . . . **Win Barron** and frau will wed off two daughters at the same time this coming September, congratulations to all involved . . . **Julian Rothman** of **Meridian Productions** and associates **Ralph Foster** and **Art Welles** have moved to new quarters on Bay St. . . . the new facilities will provide studio facilities for this budding film production company.

Ed Morey, Allied Artists exec., was in Toronto for a fast once-over re **Allied's** current release program in Canada . . . **Murray Sweigman** reports he received an order from White Horse, Yukon Territory for ad accessories . . . it couldn't have been for air-conditioning valances. . . . **Famous Players'** screening room fully equipped for **CinemaScope . . . Col. Cooper** celebrated his 86th birthday on February 5. Saw **Fox's** "Prince of Players" and could easily sit through a half-a-dozen showings of this wonderful feature . . . with films of this calibre, and **WB's** "Battle Cry"; **MGM's** "Bad Day At Black Rock"; **JARO's** "Romeo And Juliet"; **RKO's** "Underwater"; **E-U's** "20,000 Leagues"; **UA's** "Vera Cruz" and soon to be seen **Paramount's** "Bridges At Toko Ri" and **Col's** "The Long Gray Line", a trade press reporter's life is envious.

UA's first **CinemaScope** feature "Sitting Bull" opened day and date in Toronto at five houses and marked a first for **Taylor's "Downtown"** theatre . . . the others were, the **Westwood, Glendale, Scarboro** and the **State** . . . Halifax theatre managers have organized a Managers' Assoc. with meetings once a month. **Doug Smith** is President.

The Motion Picture Event Of The Week . . the induction of a goodly crew of 25 year veterans into the **Canadian Picture Pioneers** last week in Toronto

New Bldg. In Halifax To House CBC-TV

Work on the permanent home for Halifax's television station, CBHT, is slated to begin this week. The contract for construction of the new building has been awarded to Foundation Maritime Limited, it was announced by Capt. W. E. S. Briggs.

The modern television studio and office building, which is to be erected at Bell Road and Summer Street in Halifax, will replace the temporary quarters now being occupied by CBHT in the Old College Street School building.

Canadian Signed By Metro-Goldwyn-Mayer

William Sage, 30, of London, Ontario, has signed a long-term motion-picture contract with MGM in Hollywood. In nine years of professional credits, Sage has acted in summer stock, repertory, with road companies, New York stage, radio and television. In his first Holiywood motion picture role he portrayed the part of the cold-blooded shotgun killer in "Dragnet."

UA Negotiating With 4 Stars For Pic Deal

United Artists has deals pending, which are expected to be announced soon, with Van Johnson, Cornel Wilde, Richard Widmark and Van Heflin. The studio has proposed making the stars financial participants in addition to guaranteeing them basic salaries and freedom to approve selection of story, director and producer.

The arrangement with Mr. Johnson, now reported as completed, and the others involves a group of pictures to be made over a period of years, but also leaves the performers free to make commitments to work for other studios. Mr. Johnson is expected to star in a Norman Krasna story originally announced as "The Ambassador's Daughter." It is set in Paris and will be made there, according to present plans, probably under the title "Frenchie."

In addition United Artists signed up William Pine and William Thomas, independent producers who recently terminated a long association with Paramount Pictures, where they had their own unit, Pine-Thomas Productions.

When **Paramount** sneak-previewed the **Pine** and **Thomas Vista-Vision** feature "Lucy Gallant," the audience was so impressed by the performance of Texas governor **Allan Shivers** as himself, that they are filming a special scene for the Governor's introductory. **20th Century-Fox** hands **Deborah Kerr** the feminine lead opposite **Yul Brynner** in their **CinemaScope** filmization of "The King and I."

Warner Bros. names **Chuck Hansen** assistant director for "The Jagged Edge," starring **Shelley Winters** and **Jack Palance. Universal** studio will have a total of six pictures shooting simultaneously when they put their next four pictures into production this month.

Sabre Productions will make two pictures for **United Artists** release this year under their new multiple-picture agreement; they are titled "Flight from Hong Kong" and "Mr. Tex." **Columbia** buys film rights to new novel "The Hated Man," which will be prepared for the screen immediately.

MGM pens **Glenn Ford** to a four-year contract, the result of his inspired performance in "Interrupted Melody" and "Blackboard Jungle." **Republic** retitles "San Antonio de Bexar" as "The Texas Legionnaires," film to be in **Trucolor** with cast headed by **Sterling Hayden** and **Anna Maria Alberghetti.**

Walter Abel leaves for St. Paul, Minn., after completing his role in **Warner's** "I Died a Thousand Times." British actress **Virginia McKenna** has been signed by **J. Arthur Rank** to a contract which calls for a minimum of five pictures. Her latest at the **Pinewood Studios** is "Simba," in which she co-stars with **Dirk Bogarde.**

UA has officially titled **Edward G. Robinson's** coming suspense thriller "A Bullet for Joey," formerly called "The Kill" and "Canada's Great Manhunt," it features **George Raft** and **Audrey Totter.**

Perry Lopez and **Gregory Walcott** penned to contracts by **Warners** following their outstanding performances in "Battle Cry." Both have been topcast in "I Died a Thousand Times."

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
20,000 Leagues Under The Sea (E-U) C'Scope & Tech. with Kirk Douglas.

SHEA'S
2nd week. Drum Beat (WB) C'Scope & Warner-Color with Alan Ladd.

ODEON
The Violent Men (Col.) C'Scope and Tech. with Glenn Ford.

HYLAND & CHRISTIE
3rd week. Romeo and Juliet (JARO) Tech. with Susan Shentall.

LOEW'S
3rd week. Vera Cruz (UA) Tech. and SuperScope with Gary Cooper.

UPTOWN
The Far Country (E-U) Tech. with James Stewart and Ruth Roman.

DOWNTOWN
Sitting Bull (UA) C'Scope and Color with Dale Robertson.

TOWNE CINEMA
7th week. The Vanishing Prairie (E-U) in Technicolor.

MONTREAL

CAPITOL
Drum Beat (WB) C'Scope and Warner-Color with Alan Ladd.

LOEW'S
The Last Time I Saw Paris (MGM) Tech. with Eliz. Taylor and Van Johnson.

PALACE
2nd week. There's No Business Like Show Business (20th-Fox) C'Scope and Color with Ethel Merman.

PRINCESS
Down 3 Dark Streets (UA) with Broderick Crawford and Ruth Roman.

KENT
2nd week. Romeo and Juliet (JARO) Tech. with Susan Shentall.

SNOWDON-OUTREMONT-STRAND-SAVOY
2nd week. Sign of the Pagan (E-U) C'Scope and Tech. with Jeff Chandler.

CALGARY

CAPITOL
The Bridges at Toko-Ri (Para.) Tech. with William Holden and Grace Kelly.

PALACE
2nd week. Deep in My Heart (MGM) Color with Jose Ferrer.

UPTOWN
So This Is Paris (E-U) Tech. with Tony Curtis and Gloria De Haven.

GRAND
Prince of Players (20th-Fox) C'Scope and DeLuxe Color with Richard Burton.

WINNIPEG

CAPITOL
2nd week. A Star Is Born (WB) C'Scope and Tech. with Judy Garland.

MET
The Last Time I Saw Paris (MGM) Tech. with Eliz. Taylor and Van Johnson.

ODEON
2nd week. Romeo and Juliet (JARO) Tech. with Susan Shentall.

GAIETY
Father Brown Detective (Col.) with Alec Guinness and Joan Greenwood.

VANCOUVER

CAPITOL
The Last Time I Saw Paris (MGM) Tech. with Eliz. Taylor and Van Johnson.

VOGUE
The Purple Plain (JARO) Tech. with Gregory Peck.

ORPHEUM
2nd week. Green Fire (MGM) C'Scope and Color with Grace Kelly.

STRAND
2nd week. The Vanishing Prairie (E-U) in Technicolor.

ST. JOHN

PARAMOUNT
The Bridges at Toko-Ri (Para.) Tech. with William Holden and Grace Kelly.

STRAND
The Raid (20th-Fox) Tech. with Van Heflin.

CAPITOL
There's No Business Like Show Business (20th-Fox) C'Scope and Color with Ethel Merman.

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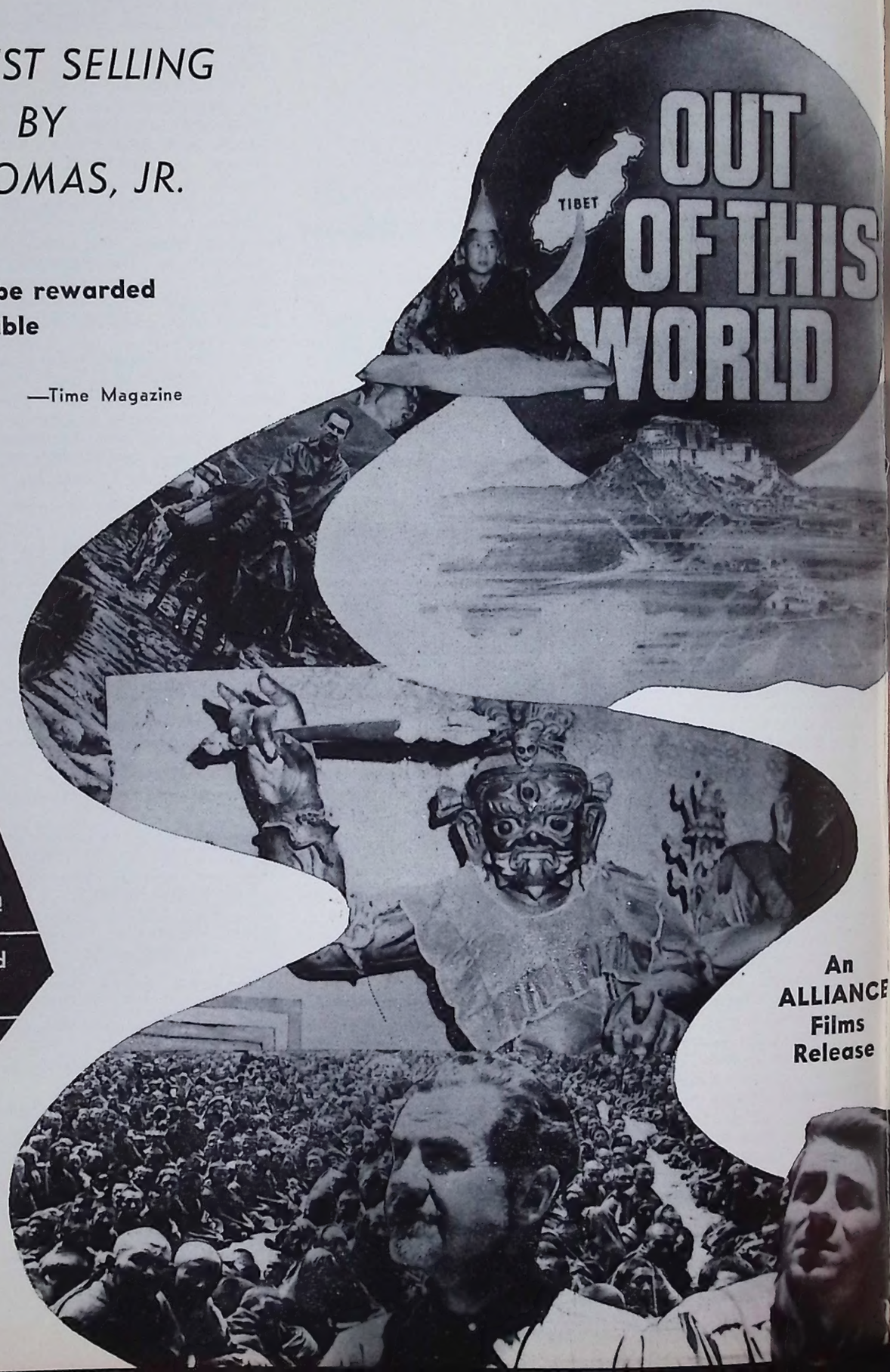

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